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10 **UNITED STATES DISTRICT COURT**
11 **DISTRICT OF NEVADA**

12 JOSEPH M. DROPP, MARY E.
13 DROPP, ROBERT LEVINE, SUSAN
14 LEVINE, and KAARINA PAKKA,
15 Individually and on Behalf of All
Others Similarly Situated,

16 Plaintiffs,

17
18 v.

19 DIAMOND RESORTS
20 INTERNATIONAL, INC. *et al*,

21 Defendants.
22

CASE NO.: 2:18-cv-00247-RFB-
GWF

23 **PLAINTIFFS' MEMORANDUM OF POINTS AND AUTHORITIES IN**
24 **OPPOSITION TO DEFENDANTS' MOTIONS TO COMPEL**
25 **ARBITRATION, MOTIONS TO DISMISS, MOTIONS TO STRIKE CLASS**
26 **ALLEGATIONS, AND MOTION TO SEVER PLAINTIFF PAKKA'S**
27 **CLAIMS**
28

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1 that claims arising out of the purchase of “points” in the Hawaii Collection be
 2 brought in Honolulu, Hawaii) relied upon by Defendants is unenforceable.
 3 Accordingly, Defendants’ motions should be denied.

4 **STATEMENT OF FACTS**

5 This action arises out of the Defendants’ sale of “points,” which DRI¹ markets
 6 as an investment tied to an interest in resort properties. DRI salespeople market the
 7 points as investments likely to appreciate in value that can easily be resold at a profit.
 8 See ¶ 2.² In reality, the points have no intrinsic value whatsoever, and no viable
 9 secondary market exists for their resale. ¶ 77. DRI employs coercive sales techniques
 10 during hours-long, one-on-one sales pitches, in which DRI salespeople tell
 11 prospective investors that the points are a good investment because they: (a) are
 12 being sold at a discount (providing the investor immediate “equity”); (b) are likely
 13 to appreciate in value due to Defendants’ managerial efforts and the appreciation of
 14 the underlying real estate; (c) can be passed down to the investors’ children; and (d)
 15 can be sold at a profit whenever the investor wishes. ¶¶ 70-83. None of these
 16 statements are true. Instead, investor-members find themselves saddled with tens or
 17 hundreds of thousands of dollars’ worth of annual “points” they could never
 18 possibility utilize, in addition to being burdened by onerous maintenance fees that
 19 can cost investor-members tens of thousands of dollars per year. ¶¶ 59-62.

22 ¹ DRI refers to Defendants Diamond Resorts International, Inc., Diamond Resorts
 23 Holdings, LLC, Diamond Resorts Corporation, The CLUB Operating Company,
 24 Diamond Resorts U.S. Collection Development, LLC, Diamond Resorts U.S.
 25 Collection Members Association, Diamond Resorts Hawaii Collection
 26 Development LLC and Diamond Resorts Hawaii Members Association.
 27 Defendants Michael Flaskey and Kenneth Siegel are referred to as the Individual
 28 Defendants; and together DRI and the Individual Defendants are referred to as the
 “Diamond Defendants.”

² References to “¶__” refer to paragraphs in the Class Action Complaint.

1 DRI is commonly thought of as “timeshare” company, but it does not sell
2 traditional timeshare investments, in which a consumer purchases a deeded interest
3 in real estate for the right to utilize a particular property for a particular period of
4 time each year. ¶¶ 41-42. Unlike a traditional timeshare, DRI points are in no way
5 tied to the value of any real estate, and DRI investor-members are not purchasing an
6 interest in real estate. ¶ 43. Instead, DRI points merely provide investor-members
7 with the ability to *attempt* to reserve rooms at various DRI-affiliated resort properties
8 during various times of the year. DRI investor-members are not guaranteed access
9 to any particular resort or property at any particular time, regardless of how many
10 points they own. ¶ 44.

11 Through a convoluted system, when an investor-member purchases DRI
12 points, he or she is actually purchasing a membership in a DRI “Collection” (for the
13 purposes of this action, “Collection” refers to either the U.S. Collection Association,
14 which is affiliated with resorts and hotels in California, Nevada, and elsewhere in
15 the continental U.S., or the Hawaii Collection Association, which is primarily
16 affiliated with resorts in Hawaii and Arizona). ¶ 45. That membership is associated
17 with a particular points value, which is a function of how much money the investor-
18 member has invested with DRI (obviously, the more money paid for the
19 “membership,” the more annual points are allocated to that investor-member). ¶¶
20 50-52. However, because (unlike a traditional, deeded timeshare where consumers
21 buy fractional interests in real estate that typically are for one week each year) there
22 is no cap on how many investor-members can purchase points, and because DRI
23 reserves the right to adjust the number or value of points needed to book a room at
24 one of its resorts, it is impossible for any investor-member to determine the market
25 value of his or her investment. ¶ 55.

26 Although it is impossible to ascertain the market value of DRI points, it is easy
27 to determine their ongoing expense, which is massive. Each investor-member not
28 only pays for the cost of his or her points – which is often in the hundreds of

1 thousands of dollars, and financed through DRI at credit card interest rates (¶ 65) –
2 but each investor-member also pays yearly club fees, a property and services fee,
3 closing costs, and various other charges. ¶ 59. As a result, many investor-members
4 are making ongoing payments to the Defendants of thousands of dollars every
5 month.

6 DRI's investor-members are typically not sophisticated investors. They
7 purchase DRI points not because they expect to take multiple months of vacations
8 every year, but because of the uniform, nationwide DRI sales pitch, which is
9 designed to convince these individuals that DRI points are an investment which will
10 appreciate in value and can be sold at a profit. In reality, DRI points have no intrinsic
11 value, no viable resale market exits, and the only thing investor-members' heirs
12 stand to inherit is debt in the form of monthly financing payments and onerous fees.
13 ¶¶ 70-83.

14 The cornerstone of DRI's business model and marketing scheme is a one-on-
15 one, high pressure sales pitch that lasts for hours and involves numerous
16 misstatements made by DRI's salespeople. The same sales pitch is commonly
17 utilized by DRI salespeople at offices throughout the country. In fact, DRI has touted
18 the uniformity of its sales practices in its filings with the U.S. Securities and
19 Exchange Commission ("S.E.C."). ¶ 68. DRI tells existing investor-members that
20 attendance at a sales presentation is "mandatory," while new investor-members are
21 often offered a free "experience" – for example, a trip to Las Vegas for several days
22 – for "free," on the condition that they attend a high-pressure DRI sales pitch. ¶ 69.
23 During the course of the sales presentation:

- 24
25 • The DRI sales persons will tell the target that DRI points will increase
26 in value over time because the value of the underlying real estate will
27 increase as a result of DRI's efforts to improve the properties and add
28 new resorts. In reality, the points are not tied to any interest in real
estate, and have no intrinsic value whatsoever. ¶¶ 70-75.

- 1 • If the target is an existing investor-member with points in one collection
2 (say, the Hawaii Collection), a DRI salesperson affiliated with another
3 collection (for example, the U.S. Collection) will tell the target that
4 points in the salesperson's collection are more valuable or desirable,
5 and the target should transfer their points to a different collection. In
6 order to do that, the DRI salespersons tell the investor-member that they
7 must purchase additional points. ¶ 105-08. In reality, as described
8 above, the points have no intrinsic value and thus points affiliated with
9 a particular collection are no more or less valuable than those affiliated
10 with a different collection. ¶¶ 70-75.
- 11 • The DRI sales person will tell the target that there is a robust market for
12 DRI points, that they can be sold for a profit at any time, and that DRI
13 will even help them find a buyer for their points when they are ready to
14 sell. In reality, no viable secondary market for the points exists, and
15 DRI does not help investor-members sell their points. ¶ 78-80. Indeed,
16 DRI has a significant interest in ensuring that no viable secondary
17 market will ever exist because DRI can, and does, repossess points from
18 members who are no longer able to pay for their points and fees.
19 Moreover, DRI has made sure that it has no competition, i.e. a
20 monopoly, for the resale of points. As such, DRI resells points at "full
21 retail value," something DRI would not be able to do if a viable
22 secondary market were in play. ¶ 81.
- 23 • The DRI sales persons will also tell the targets that they can leave or
24 bequeath their points to their children or grandchildren in a will, a tactic
25 designed to encourage the targets to view the points as a long-term
26 investment and part of their overall financial planning. While investor-
27 members are "ordinarily" permitted to transfer points to an immediate
28 family member following the investor-member's death, all they are
bequeathing to their heirs are debt and fees, as the points have no real
value and no viable market to sell them exists. ¶¶ 82-83.

The DRI sales pitch typically lasts for several hours or longer. ¶ 69. The salesperson isolates the target or targets (if a married couple) in a room with no one other than the salesperson. At the end of this hours-long sales pitch, the salesperson presents the investor-member with several voluminous documents to sign, including a "Purchase and Security Agreement". The target is not permitted to take the

1 purchase agreement or any of the accompanying documents out of the room before
 2 signing. ¶¶ 89-91. The target is not permitted to review the purchase agreement with
 3 his or her attorney, investment advisor, or anyone else, prior to signing. *Id.* The
 4 purchase agreement is presented as a “take it or leave it” contract of adhesion – the
 5 target is not given any opportunity to negotiate its terms. *Id.*

6 All of the Plaintiffs here received the DRI sales pitch described above and in
 7 the Class Action Complaint. In total, the Plaintiffs have spent approximately \$1.2
 8 million on DRI points during the Class Period. Sections 5(a) and 5(c) of the
 9 Securities Act prohibit the sale of any security “unless a registration statement has
 10 been filed as to such security.” 15 U.S.C. § 77e. Registration of a security with the
 11 S.E.C. is not a perfunctory or simple process, and instead requires issuers of
 12 securities to provide extensive, detailed information about risk factors, use of
 13 proceeds, determination of offering price, and various other information. ¶ 134.
 14 Although the DRI points are an investment contract and thus a security under federal
 15 law, Defendants have failed to register them with the S.E.C., and thus have violated
 16 Sections 5(a), 5(c), 12(a)(1), and 15(a) of the Securities Act. Plaintiffs have brought
 17 this class action before this Court in order to exercise their rights under federal
 18 securities law.

19 20 ARGUMENT

21 **I. DEFENDANTS’ MOTIONS TO COMPEL ARBITRATION AND** 22 **DISMISS PLAINTIFFS’ CLAIMS SHOULD BE DENIED**

23 **A. The Arbitration Provisions Are Unenforceable Because the Entire** 24 **Sales Agreements Constitute Sales of Unregistered Securities** **and Are Thus Void Under State and Federal Law**

25 The arbitration agreements in the contracts signed by all Plaintiffs are void
 26 and unenforceable because they are part of a contract for the sale of unregistered
 27 securities. Federal law provides that “[e]very contract...the performance of which
 28 involves the violation of, or the continuance of any relationship or practice in

violation of [federal securities laws] shall be void.” 15 U.S.C. § 78cc; *see also* 15 U.S.C. § 77n (similar provision in Securities Act). Section 12(a)(1) of the Securities Act provides for the recovery in any Court of competent jurisdiction of the consideration paid for the purchase of an unregistered security. 15 U.S.C. § 77l(a)(1). A contract for a sale of an unregistered security is voidable at the option of the purchaser. *See A.C. Frost & Co. v. Coeur D’Alene Mines Corp.*, 312 U.S. 38 (1941); *see also Hays v. Adam*, 512 F. Supp. 2d 1330 (N.D. Ga. 2007) (finding contracts for sale of unregistered securities to be void); *see also Michelson v. Voison*, 658 N.W.2d 188, 191 (Mich. Ct. App. 2003) (contract for the sale of an unregistered security is void, including its arbitration provision).³

As set forth in the Complaint, the contracts between Plaintiffs and the DRI Defendants constitute the sale of a security, insofar as the DRI sales model requires DRI sales people to “pitch” DRI points to prospective investors as an investment that will appreciate in value. Defendants have failed to register their points with the S.E.C., and thus, the sale of such points constitutes an unregistered security under federal law. *See* 15 U.S.C. §§ 77e(a), 77e(c), & 77l(a)(1). Under Nevada law, the party seeking to enforce an arbitration clause bears the burden of establishing the clause is valid. *See Gonski v. Second Judicial Dist. Court of Nev.*, 126 Nev. 551, 558 (2010). Nevada law clearly provides that contracts founded on acts prohibited

³ In their brief, the Defendants Apollo Management VIII L.P. and Apollo Global Management (the “Apollo Defendants”) state that the Securities Act does not provide that contracts for the sale of unregistered securities are void (Apollo Defendants’ Motion to Compel Arbitration of the Dropps’ and Levines’ Claims; (2) Dismiss their Claims in this Action; and (3) Strike their Class Claims and Require that Arbitration Proceed on an Individual, not Consolidated, Basis (“Apollo Mem.”) at 11:11-17), but courts have stated that such contracts are voidable at the option of the purchaser of the securities. *See A.C. Frost & Co.*, 312 U.S. at 40-41; *see also Straley v. Universal Uranium & Milling Corp.*, 182 F. Supp. 940, 942 (S.D. Cal. 1960) (a sale in violation of the Securities Act is “voidable at the option of the purchaser”).

1 by statute, or in violation of public policy (such as the sale of unregistered securities)
 2 are void. *See, e.g., Rivero v. Rivero*, 125 Nev. 410, 419 (2009) (“Parties are free to
 3 contract, and the courts will enforce their contracts if they are not unconscionable,
 4 illegal, or in violation of public policy). Thus, as part of an unenforceable and void
 5 contract, the arbitration agreement is likewise void, and, as set forth in Section I(A),
 6 *infra*, requiring the Dropp and Levine Plaintiffs to submit to individual arbitration
 7 to determine the validity of this contract would deprive them of their rights under
 8 the Securities Act and the Private Securities Litigation Reform Act (“PSLRA”).

9 In their brief, the Diamond Defendants argue that, under *Rodriguez de Quijas*
 10 *v. Shearson/American Express, Inc.*, 490 U.S. 477 (1989), Plaintiffs’ claims under
 11 the Securities Act are subject to arbitration, but this decision did not involve an
 12 issuer’s sale of unregistered securities, and is thus irrelevant. In *Rodriguez*, the
 13 plaintiffs brought claims against their broker, alleging that the broker had engaged
 14 in fraudulent and unauthorized transactions in violation of federal securities laws,
 15 and the Supreme Court found that, generally speaking, claims for violations of
 16 federal securities could be subject to an enforceable, conscionable arbitration clause.
 17 No such clause exists in this case, however, because, as a contract for the sale by the
 18 issuer of unregistered securities, the entire agreement – including the arbitration
 19 clause – is void. *See* 15 U.S.C. § 78cc; *see also Michelson*, 658 N.W.2d at 191.

20 **B. The Arbitration Provisions are Unenforceable, And Their**
 21 **Applicability Cannot Be Determined by an Arbitrator, Because**
 22 **Their Application Would Preclude Plaintiffs from Exercising**
 23 **Their Statutory Rights**

24 The Diamond and Apollo Defendants reiterate multiple times through their
 25 respective briefs that the Federal Arbitration Act (“FAA”) “reflects strong policy
 26 favoring arbitration of disputes.” *See, e.g., Diamond Defendants’ Motion to Dismiss*
 27 *and Compel Arbitration and to Strike Class Action Allegations as to Plaintiffs Joseph*
 28 *M. Dropp, Mary E. Dropp, Robert Levine, and Susan Levine (“Diamond Mem.”) at*

1 10:4-5, quoting *Moses H. Cone Mem'l Hosp. v. Mercury Constr. Corp.*, 460 U.S. 1,
 2 24 (1983). However, the Supreme Court has held that, notwithstanding the mission
 3 of the FAA, a court can and should invalidate an arbitration agreement when such
 4 agreement serves as a “prospective waiver of a party’s right to pursue statutory
 5 remedies.” *Am. Express Co. v. Italian Colors Rest.*, 570 U.S. 228, 235 (2013); *see*
 6 *also Mitsubishi Motors Corp. v. Soler Chrysler-Plymouth, Inc.*, 473 U.S. 614, 637
 7 n.19 (1985) (“[I]n the event the choice-of-forum and choice-of-law clauses operated
 8 in tandem as a prospective waiver of a party’s right to pursue statutory remedies...we
 9 would have little hesitation in condemning the [arbitration agreement] as against
 10 public policy.”). This case is a clear example of an arbitration agreement precluding
 11 a plaintiff from bringing a federal securities claim. An arbitrator, who is limited to
 12 adjudicating Plaintiffs’ and each class member’s claims one at a time, would be
 13 unable to vindicate Plaintiffs’ federal statutory rights. Thus, the arbitration
 14 agreement, including the class action waiver contained in the U.S. Collection PSA,
 15 is void in its entirety.

16 The arbitration agreements signed by the Dropp Plaintiffs and the Levine
 17 Plaintiffs all contain a class action waiver provision, which states, in part, that “no
 18 bound party may participate in a class action in court or in class-wide arbitration,
 19 either as a representative, class member or otherwise, with respect to any claim.” *See*
 20 *Apollo Mem.* at 7:16-27. However, Plaintiffs’ claims are *dependent* upon their class
 21 allegations – Plaintiffs allege that the Diamond salesforce engages in a common,
 22 class-wide process designed to sell points as investment contracts and therefore
 23 securities. *See, e.g.*, ¶¶ 67-87. Moreover, as discussed below (*infra* at Sections I(B)
 24 and II), the Private Securities Litigation Reform Act (“PSLRA”) provides a national,
 25 uniform right to bring securities class actions in federal district court. Thus, if
 26 Plaintiffs are prevented from demonstrating class-wide conduct as a result of the
 27 arbitration clauses here, they will be precluded both from (a) proving the common
 28 sales practices alleged herein that form the basis of their claims under Section 5; and

1 (b) vindicating class-wide claims as protected under the PSLRA. Simply put,
2 Diamond's arbitration provision is a thinly veiled effort to deprive Plaintiffs of their
3 right to assert claims that Diamond is selling unregistered securities.

4 Courts confronted with similar circumstances have invalidated arbitration
5 clauses when their application would essentially preclude the plaintiff from bringing
6 his or her statutory claim. In *Eisen v. Venulum Ltd.*, 244 F. Supp. 3d 324 (W.D.N.Y.
7 2017), the plaintiff sought to bring a claim for violation of federal securities against
8 the defendant, from whom he had purchased securities. In connection with that
9 purchase, he had signed a contract which contained an arbitration agreement stating
10 that any dispute would be subject to binding arbitration in the British Virgin Islands
11 (“BVI”) applying only BVI law, which does not provide for the application of
12 federal securities law. *Id.* at 344. The *Eisen* court concluded that the defendants had
13 “attempted to use BVI law to avoid the requirements of federal securities laws,” and
14 therefore their arbitration clauses were “unconscionable and void as against public
15 policy.” *Id.* at 344-45; *see also Hayes v. Delbert Servs. Corp.*, 811 F.3d 666, 673
16 (4th Cir. 2016) (finding that district court erred in ordering arbitration when
17 arbitration clause at issue, in contract issued by payday lender, provided that
18 agreement was subject only to tribal laws, and U.S. state and federal law did not
19 apply); *Gingras v. Rosette*, No. 5:15-cv-101, 2016 U.S. Dist. LEXIS 66833, at *54
20 (D. Vt. May 18, 2016) (“[A]n arbitration agreement created to preclude federal and
21 state consumer protections is unenforceable as unconscionable.”). Likewise,
22 Defendants’ use of a class action waiver, combined with the rest of the arbitration
23 clause, precludes the Plaintiffs from bringing their claims under the federal securities
24 laws, and is thus unconscionable and unenforceable.

25 Similarly, in their brief, the Apollo Defendants argue that the arbitrator, and
26 not this court, must decide whether the contracts for the sale of unregistered
27 securities at issue in this case are unconscionable and unenforceable (Apollo Mem.
28 at 12). However, as set forth above, in this context such an approach would deprive

1 Plaintiffs of their right to bring a claim under the Securities Act because a key
 2 component of their claims is Defendants' uniform message, which was made to the
 3 entire class. Likewise, as set forth in Section II below, referral to an arbitrator would
 4 deprive Plaintiffs of their right to bring a securities claim as a class action under the
 5 PSLRA.

6 **C. Arbitration Agreements Are Not Permitted in Registration**
 7 **Statements and Thus are Void in the Purchase Agreements**

8 Enforcing the arbitration provisions at issue in this action would not only
 9 violate Nevada and federal law pertaining to the enforceability of a contract for the
 10 sale of unregistered securities (*see* Sections I(A) and (B), *supra*), it would also
 11 contravene long-established S.E.C. policy regarding plaintiffs' rights to bring
 12 securities actions. For decades, the S.E.C. has made clear that it does not permit the
 13 practice of placing arbitration clauses in a corporation's charter or other founding
 14 documents that would require any shareholder to arbitrate any claims arising out of
 15 the shareholder's purchase of that company's stock. In 2012, it was widely reported
 16 that the Carlyle Group was compelled to remove a mandatory arbitration clause from
 17 the registration statement it filed with the S.E.C. in connection with its IPO. *See*
 18 Karan Singh Tyag, *Carlyle Leaves Out Mandatory Arbitration Clause in IPO*,
 19 Kluwer Arbitration Blog (Feb. 7, 2012), *available at*
 20 [http://arbitrationblog.kluwerarbitration.com/2012/02/07/carlyle-leaves-out-](http://arbitrationblog.kluwerarbitration.com/2012/02/07/carlyle-leaves-out-mandatory-arbitration-clause-in-ipo/)
 21 [mandatory-arbitration-clause-in-ipo/](http://arbitrationblog.kluwerarbitration.com/2012/02/07/carlyle-leaves-out-mandatory-arbitration-clause-in-ipo/). Indeed, the S.E.C. has disfavored such
 22 arbitration provisions since at least 1990, when it rejected Franklin First Financial
 23 Corp's inclusion of such a provision in its corporate bylaws. In 2013, in a speech
 24 before the North American Securities Administrators Association, SEC
 25 Commissioner Luis A. Aguilar reiterated this position, stating that "by providing
 26 investors with the ability to choose the forum in which to bring their legal claims
 27 and protect their legal rights, we enhance investor protection and add more teeth to
 28 our federal securities laws." Luis A. Aguilar, "Outmanned and Outgunned: Fighting

1 on Behalf of Investors Despite Efforts to Weaken Investor Protections,” April 16,
2 2013, *available at* [https://www.sec.gov/news/](https://www.sec.gov/news/speech/2013-spch041613laahtm)
3 [speech/2013-spch041613laahtm](https://www.sec.gov/news/speech/2013-spch041613laahtm). The S.E.C. recognizes that permitting
4 corporations to require all shareholders to arbitrate their claims against an issuer of
5 securities would have a devastating impact on their rights.

6 Here, Defendants’ use of an arbitration clause in the Purchase Agreements is
7 directly akin to an arbitration clause in a corporation’s charter or bylaws. As set
8 forth above and in the Complaint, Diamond’s Purchase and Security Agreement
9 constitutes a sale of an unregistered security. As such, the Purchase and Security
10 Agreement is analogous to the formational agreements that a company offering
11 registered securities for sale would be required to file with the S.E.C. Therefore,
12 including an arbitration agreement in such documents is directly at odds with the
13 stated policy of the S.E.C. pertaining to such arbitration provisions and should be
14 determined by this Court to be void as contrary to firmly-established federal
15 regulatory policy.

16 **D. The Arbitration Agreements are Unenforceable Because They**
17 **Are Procedurally and Substantively Unconscionable**

18 The arbitration provisions contained in the Purchase Agreements signed by
19 the Dropp and Levine Plaintiffs are unconscionable under Nevada law, and thus void
20 and unenforceable. Nevada law provides that, while “both procedural and
21 substantive unconscionability must be present for a court to exercise its discretion to
22 refuse to enforce an unconscionable contract, ‘they need not be present to the same
23 degree.’” *Siy v. CashCall, Inc.*, No. 2:13-cv-00953, 2014 U.S. Dist. LEXIS 1472, at
24 *25 (D. Nev. Jan. 6, 2014), quoting *Armendariz v. Foundation Health Psychcare*

Servs., Inc., 6 P.3d 559, 590 (Cal. 2000).⁴ Here, Plaintiffs can demonstrate that the arbitration provisions are both procedurally and substantively unconscionable.

1. The Arbitration Provisions Are Procedurally Unconscionable

“An arbitration clause is procedurally unconscionable under Nevada law when a party lacks a meaningful opportunity to agree to the clause terms either because of unequal bargaining power, as in an adhesion contract, or because the clause and its effects are not readily ascertainable upon a review of the contract.” *Siy*, 2014 U.S. Dist. LEXIS 1472, at * 25. The arbitration clauses in the Purchase Agreements are unquestionably contracts of adhesion. They are presented, fully drafted, in a “take it or leave it” manner, to investor-members, including the Dropp and Levine Plaintiffs. ¶ 89. *See* Declaration of Joseph and Mary Dropp in Support of Plaintiffs’ Opposition to Defendants’ Motions to Compel Arbitration, Strike Class Allegations and Dismiss the Class Action Complaint (“Dropp Decl.”) at ¶ 5; Declaration of Robert and Susan Levine in Support of Plaintiffs’ Opposition to Defendants’ Motions to Compel Arbitration, Strike Class Allegations and Dismiss the Class Action Complaint (“Levine Decl.”) at ¶5. Those Plaintiffs were not provided any opportunity to negotiate the terms of the arbitration provision or to object to its inclusion in the Purchase Agreements. Dropp Decl. ¶¶ 5-6; Levine Decl. ¶¶ 5-6. Indeed, the Plaintiffs, like other investor-members, signed their Purchase Agreements after being subjected to an hours-long sales pitch, and lacked the wherewithal to challenge its terms. Dropp Decl. ¶ 4; Levine Decl. ¶ 4. Moreover, the parties are plainly of unequal bargaining power. The Diamond Defendants are

⁴ Defendants will likely argue that, under *Mohamed v. Uber Techs., Inc.*, 848 F.3d 1201 (9th Cir. 2016), the arbitration agreements at issue in this action are procedurally conscionable, but the arbitration agreement at issue in that action (contained in a contract between the Uber ridesharing company and its independent drivers) was not entered into following an hours-long, aggressive sales pitch, with no opportunity to reflect, as is the case with Diamond’s sales process.

1 multi-national, multi-billion dollar corporations with the ability to consult with
2 attorneys, business experts, and other advisors before drafting and creating the
3 Purchase and Security Agreements (which they did, of course, with zero input from
4 the Dropp or Levine Plaintiffs, or any other investor-member), and the Diamond
5 Defendants enter into thousands of near-identical Purchase Agreements every year.
6 In stark contrast, the Dropp and Levine Plaintiffs are individuals who were not so
7 much as provided with the opportunity to have an attorney or other advisor review
8 their adhesion arbitration provision, let alone provided the ability to negotiate its
9 terms. Dropp Decl. ¶ 6; Levine Decl. ¶ 6. Indeed, Diamond point purchasers are
10 not even permitted to leave the sales offices before they sign. ¶¶ 90-91. Likewise,
11 unlike the Diamond Defendants, the Dropp and Levine Plaintiffs entered into only a
12 handful of Purchase Agreements in their lives.

13 Ninth Circuit and Nevada courts have found similar arbitration provisions to
14 be procedurally unconscionable. *See, e.g., Circuit City Stores v. Adams*, 279 F.3d
15 889, 893 (9th Cir. 2002) (adhesion contract, as “a standard-form contract, drafted by
16 the party with superior bargaining power, which relegates to the other party the
17 option of either adhering to its terms without modification or rejecting the contract
18 entirely,” is procedurally unconscionable); *KJH & RDA Investor Group LLC v.*
19 *Eighth Judicial Dist. Court*, No. 51159, 2009 Nev. LEXIS 89, at *3-4 (Nev. Apr.
20 22, 2009) (after noting that adhesion contracts are procedurally unconscionable,
21 finding that a contract between a plaintiff investor group and a defendant seller of
22 condominiums was not an adhesion contract because the terms of the contract
23 indicated that the plaintiff would have the right to review with an attorney before
24 signing).

25 **2. The Arbitration Provisions Are Substantively** 26 **Unconscionable**

27 Under Nevada law, “[s]ubstantive unconscionability ‘focuses on the one-
28 sidedness of the contract terms.’” *Siy*, 2014 U.S. Dist. LEXIS 1472, at * 25-26,

1 quoting *D.R. Horton Inc. v. Green*, 120 Nev. 549, 554 (2004). Courts have found
2 arbitration agreements that require a party to forgo a substantive right to be
3 unconscionable. *See, e.g., Hayes*, 811 F.3d at 673. Here, as described in Sections
4 I(A) and (B), *supra* and Section II, *infra*, the arbitration provision essentially
5 requires Plaintiffs to forgo their claims under federal securities law, and thus, the
6 agreements are unconscionable.

7 Thus, the arbitration provisions in the Purchase Agreements signed by the
8 Dropp and Levine Plaintiffs are both procedurally and substantively unconscionable,
9 and the Court must therefore deny Defendants' motion to compel arbitration.

10 **E. Even if Enforceable, the Arbitration Provisions do not Apply to**
11 **the Apollo Defendants**

12 The Apollo Defendants argue that, despite the fact that they are not signatories
13 to the Purchase and Security Agreements and are not mentioned by name anywhere
14 in the Agreements, they are entitled to invoke the arbitration clause. Ninth Circuit
15 law is clear that the right to compel arbitration "may not be invoked by one who is
16 not a party to the agreement and does not otherwise possess the right to compel
17 arbitration." *Britton v. Co-Op Banking Grp.*, 4 F.3d 742, 744 (9th Cir. 1993). Indeed,
18 the Ninth Circuit has held that a purchaser of a company cannot invoke an arbitration
19 clause in an agreement signed by the purchased company and the plaintiff—precisely
20 the situation set forth in the instant action. In *Britton*, the plaintiff brought a
21 securities fraud claim against the defendant, who had purchased the company from
22 which the plaintiff had bought the securities at issue. The contract between the
23 company and the plaintiff contained an arbitration provision; however, the Ninth
24 Circuit concluded that the defendant purchaser could not invoke the provision
25 because (a) he was not a third-party beneficiary to the contract; (b) he was not a
26 successor in interest to the contract; and (c) he was not within a class of agents
27 intended to benefit from the arbitration clause, insofar as the allegations against him
28 in the complaint did not arise from the contract at issue. *Id.* at 747. Here, the facts

1 are similar – the Apollo Defendants purchased the Diamond Defendants on
2 September 2, 2016, and the Apollo name does not appear *anywhere* on the Purchase
3 Agreements or within the arbitration clause. Moreover, the Purchase Agreements,
4 as set forth above, are unenforceable contracts for the sale of unregistered securities
5 (see Section I(A), *supra*). For all of these reasons, the Apollo Defendants do not fall
6 within “a class of agents intended to benefit from the arbitration clause.” *Id.* at 747.

7 The Apollo Defendants argue that Plaintiffs are equitably estopped from
8 arguing that they cannot invoke the arbitration provision, but this is not the case
9 under Nevada law. “[E]quitable estoppel of third parties [in the context of invoking
10 an arbitration provision] is narrowly confined.” *Murphy v. DirecTV, Inc.*, 724 F.3d
11 1218, 1229 (9th Cir. 2013), citing *Mundi v. Union Sec. Life Ins. Co.*, 555 F.3d 1042
12 (9th Cir. 2009). In order for equitable estoppel to apply, the Apollo Defendants must
13 show one of two circumstances: (a) where the signatory to the written contract must
14 “rely on the terms of the written agreement in asserting its claims,” or (b) where the
15 signatory raises “allegations of substantially interdependent and concerted
16 misconduct” by the nonsignatory and the signatory, and such allegations are
17 “founded in or intimately connected with the obligations of the underlying
18 agreement.” *Dylag v. W. Las Vegas Surgery Ctr., LLC*, No. 16-15869, 2017 U.S.
19 App. LEXIS 25197, at *4-5 (9th Cir. Dec. 13, 2017), quoting *Kramer v. Toyota*
20 *Motor Corp.*, 705 F.3d 1122 (9th Cir. 2013). In other words, in order for a
21 nonsignatory to invoke an arbitration clause under either Nevada law or Ninth
22 Circuit precedent, the allegations set forth in the complaint must be closely linked
23 to, if not directly related to, the contract containing the arbitration clause. *See, e.g.*,
24 *Dylag*, 2017 U.S. App. LEXIS 35197 (nonsignatory may not invoke arbitration
25 clause from an agreement unrelated to claims against nonsignatory); *Kramer*, 705
26 F.3d at 1128-29 (car manufacturer nonsignatory defendant could not invoke
27 arbitration clause in agreement between plaintiff car purchaser and the dealership
28 that sold the car because the consumer law claims did not “rely on the existence of

1 a purchase agreement”). Here, the Plaintiffs’ claims are for violation of the Securities
 2 Act of 1933 – they do not rely upon the terms of the Purchase and Security
 3 Agreements, nor do they allege any claim for breach of such Agreements.

4 The Apollo Defendants cite decisions from New York, Florida, and the
 5 Second Circuit to support their position that, as “control persons” of the Diamond
 6 Defendants, the Apollo Defendants have standing to invoke the arbitration provision,
 7 but these cases are all distinguishable on the facts. *See Roby v. Corporation of*
 8 *Lloyd’s*, 996 F.2d 1353 (2d Cir. 1993) (finding that “employees or disclosed agents
 9 of an entity that is a party to an arbitration agreement are protected by that
 10 agreement”); *Wubben v. Kirkland*, No. 6:08-cv-1105, 2008 U.S. Dist. LEXIS
 11 127941 (M.D. Fla. Dec. 22, 2008) (claims against managing members subject to
 12 arbitration); *Dassero v. Edwards*, 190 F. Supp. 2d 544 (W.D.N.Y. 2002) (defendant,
 13 who signed contract containing arbitration clause as defendant company’s president,
 14 had standing to invoke arbitration clause); *Fraternity Fund Ltd. v. Beacon Hill Asset*
 15 *Mgmt. LLC*, 371 F. Supp. 2d 571 (S.D.N.Y. 2005) (nonsignatory defendant company
 16 can invoke arbitration clause when the signatory defendant and nonsignatory
 17 defendant shared the same officers and directors, and the claims in the case were
 18 “intertwined” with the contracts containing the arbitration clause). Here, the Apollo
 19 Defendants are not “employees or disclosed agents” of the Diamond Defendants, nor
 20 do they share officers, directors, or other employees. Rather, the Apollo Defendants
 21 simply purchased and own the Diamond business. Thus the Apollo Defendants have
 22 no standing to invoke the arbitration provisions.

23 **II. DEFENDANTS’ MOTION TO STRIKE PLAINTIFFS’ CLASS** 24 **ALLEGATIONS SHOULD BE DENIED**

25 The Apollo and Diamond Defendants both move to strike the Levine and
 26 Dropp Plaintiffs’ class allegations on the grounds that the arbitration clauses in the
 27 contracts they signed contained provisions waiving their right to bring a class action.
 28 These motions should be denied. First, the class action waivers contained in the

1 arbitration clauses are unenforceable for the same reasons the arbitration provisions
2 themselves are unenforceable: the arbitration provisions are part of a contract for
3 the sale of unregistered securities. Moreover, they do not apply to the Apollo
4 Defendants because the Apollo Defendants do not fall within the definition of a
5 “Company Party.” As such, the Apollo Defendants lack any standing or contractual
6 right to demand arbitration.

7 Moreover, the Defendants’ motions to strike the class allegations should also
8 be denied because the class action waivers, applied in this contract, would preclude
9 the Levine and Dropp Plaintiffs for exercising a substantive federal right – the right
10 to assert federal securities claims as a class action, as set forth in the Private
11 Securities Litigation Reform Act (“PSLRA”), 15 U.S.C. § 78u-4(a). The PSLRA
12 sets forth precise requirements for plaintiffs in “each private action arising under this
13 chapter that is brought as a plaintiff class action pursuant to the Federal Rules of
14 Civil Procedure.” 15 U.S.C. § 78u-4(a)(1). As reflected in the statute’s legislative
15 history, Congress enacted the PSLRA for the explicit purpose of “encourag[ing] the
16 most capable representatives of the plaintiff class to participate in class action
17 litigation” as such lawsuits “promote public and global confidence in our capital
18 markets and help to deter wrongdoing and to guarantee that corporate officers,
19 auditors, directors, lawyers and others properly perform their jobs.” H.R. Rep. No.
20 104-369. A class action waiver, such as the one in the arbitration clauses in the
21 agreements signed by the Dropp and Levine Plaintiffs, would, by definition, prevent
22 those Plaintiffs from exercising their right, set forth in the PSLRA, to bring a federal
23 securities class action.

24 In an analogous case, the Ninth Circuit held that when a class action waiver
25 precluded a plaintiff from exercising his right to bring a collective action under the
26 National Labor Relations Act (“NLRA”), 29 U.S.C. §§ 157, 158, “the saving clause
27 of the [Federal Arbitration Act [“FAA”]] prevents the enforcement of that waiver.”
28 *Morris v. Ernst & Young, LLP*, 834 F.3d 975, 987 (9th Cir. 2015), *cert. granted*,

1 2017 U.S. LEXIS 689 (U.S., Jan. 13, 2017). The savings clause of the FAA provides
2 that an agreement to arbitrate “shall be valid, irrevocable, and enforceable, save upon
3 such grounds as exist at law or in equity for the revocation of any contract.” 9 U.S.C.
4 § 2. The court noted that “[w]hen an illegal provision...is found in an arbitration
5 agreement, the FAA treats the contract like any other; the FAA recognizes a general
6 contract defense of illegality....The term may be excised, or the district court may
7 decline enforcement of the contract altogether.” *Morris*, 834 F.3d at 985. The Ninth
8 Circuit concluded that the class action waiver was an “illegal provision” insofar as
9 it precluded the plaintiff from exercising a right to collective action, and remanded
10 the case to the district court to determine whether the waiver could be excised from
11 the arbitration agreement. *Id.* at 990. In the instant case, the class action waiver – as
12 well as the entire arbitration clause, as discussed above (*see* Sections I(A) and (B),
13 *supra*) – is likewise illegal insofar as it precludes plaintiffs from exercising their
14 right to bring a private securities class action under the PSLRA, and is thus
15 unenforceable.

16 **III. DEFENDANTS’ MOTIONS TO DISMISS THE DROPP AND LEVINE** 17 **PLAINTIFFS’ CLAIMS SHOULD BE DENIED**

18 Both Defendants styled their motion papers as constituting, *inter alia*, motions
19 to dismiss the Dropp and Levine Plaintiffs’ claims, but only the Apollo Defendants
20 address this point in their brief (Apollo Mem. at 16:19-27), arguing that the
21 arbitration clause is broad enough to warrant such dismissal, but that is not the case.
22 As set forth above, the arbitration clause at issue does not cover the Dropp and
23 Levine Plaintiffs’ claims under federal law, nor does it apply to the Apollo
24 Defendants. Thus, dismissal of this action is inappropriate. *See, e.g., Zabelny v.*
25 *CashCall, Inc.*, No. 2:13-cv-00853, 2014 U.S. Dist. LEXIS 2626, at *42 (D. Nev.
26 Jan. 7, 2014) (dismissing claims when all claims must be arbitrated and the plaintiffs
27 preferred dismissal to a stay).

Moreover, even if this Court does determine that the validity of the Purchase Agreements must be determined by an arbitrator, the Court should stay the Dropp and Levine Plaintiffs' claims so that, in the event the arbitrator(s) determine that the Purchase Agreements are unenforceable agreements for the sale of unregistered securities, the Dropp and Levine Plaintiffs may return to this Court for the proper adjudication of their claims.

IV. THE DIAMOND DEFENDANTS' MOTION TO SEVER PLAINTIFF PAKKA'S CLAIMS AND TRANSFER VENUE SHOULD BE DENIED

The Diamond Defendants move, pursuant to 28 U.S.C. § 1404(a), to transfer venue for Plaintiff Pakka's claims to the U.S. District Court for the District of Hawaii. The sole grounds for this motion is the existence of a forum selection clause in the Purchase Agreement or Credit Sale Contract signed by Plaintiff Pakka, which states that "any lawsuit or legal proceeding relating to this agreement, the note, the escrow agreement, the collection, the collection instruments, or the CLUB® must be filed and heard only in a federal or state court located in Hawaii." Diamond Defendants' Motion to Sever Plaintiff Kaarina Pakka's Claims and Transfer Venue ("Transfer Mem.") at 4:24-5:11. This forum selection clause is unenforceable for several reasons, and thus the Diamond Defendants' motion should be denied.

A. The Forum Selection Clause is Unconscionable and Unenforceable Because it Requires Individual Investor-Members to Litigate Their Claims in a Far-Flung Jurisdiction

Both the Ninth Circuit and Nevada courts⁵ have held that forum selection clauses that require litigants to travel thousands of miles to adjudicate their claims are unconscionable and thus unenforceable. *See, e.g., Comb v. Paypal, Inc.*, 218 F.

⁵ A federal court applies the forum state's law in determining the conscionability of a contractual provision. *HDAV Outdoor LLC v. Elite Mobile Adver. LED Billboards Inc.*, No. 67437, 2015 Nev. App. Unpub. LEXIS 637 (Ct. App. Dec. 29, 2015) (applying Nevada law to determine conscionability of forum selection clause requiring matters to be litigated in Florida).

1 Supp. 2d 1165, 1177 (N.D. Cal. 2002) (forum selection clause requiring consumers
2 residing throughout the United States to sue in Santa Clara County, California, was
3 unreasonable and unenforceable). Moreover, “if the place and manner restrictions
4 of a forum selection provisions are ‘unduly oppressive,’ or have the effect of
5 shielding the stronger party from liability, then the forum selection provision is
6 unconscionable.” *Bridge Fund Capital Corp. v. Fastbucks Franchise Corp.*, 622
7 F.3d 996, 1005 (9th Cir. 2010), quoting *Nagramp v. MailCoups, Inc.*, 469 F.3d 1257,
8 1287 (9th Cir. 2006).

9 Here, the forum selection clause is both procedurally and substantively
10 unconscionable. Procedurally, it is deficient because it was not bargained for nor
11 negotiated at arms’-length but rather presented to Plaintiff Pakka as a contract of
12 adhesion following an aggressive sales pitch that lasted several hours. ¶¶ 89-91, 112-
13 15; *see also* Declaration of Kaarina Pakka in Support of Plaintiffs’ Opposition to
14 Defendants’ Motions to Compel Arbitration, Strike Class Allegations and Dismiss
15 the Class Action Complaint (“Pakka Decl.”) at ¶¶ 4-5. Plaintiff Pakka was not given
16 a reasonable opportunity to review the terms of the agreement before signing. ¶¶
17 89-91; *see also* Pakka Decl. ¶ 6. Ninth Circuit courts have concluded that forum
18 clauses signed by consumers or employees under similar circumstances are
19 procedurally unconscionable. *See* Section I(D)(1), *supra*; *see e.g.*, *Nagrampa*, 469
20 F.3d at 1290 (Ninth Circuit finds forum selection clause in adhesion contract that
21 requires franchisee to litigate thousands of miles from home to be unconscionable);
22 *Comb*, 218 F. Supp. 2d at 1177.

23 Second, the forum selection clause is substantively unconscionable because
24 the “place” restrictions are “unduly oppressive.” *Bridge Fund*, 622 F.3d at 1005.
25 The forum selection clause at issue here requires Diamond investor-members like
26 Plaintiff Pakka – virtually all of whom sign their respective purchase agreements
27 while in Hawaii on vacation, and do not reside in Hawaii – to travel to Hawaii, a
28 state located 2,390 miles away from the continental United States, on an island in

the middle of the Pacific Ocean, if they wish to bring an action against the Diamond Defendants. None of the Diamond Defendants are incorporated in Hawaii, nor are their principal places of business located there. ¶¶ 26-33. Courts have found similar forum selection clauses to be substantively unconscionable and unenforceable. *See, e.g., Comb*, 218 F. Supp. 2d at 1177.⁶

B. It is Not in the Public Interest to Transfer Plaintiff Pakka's Claims

As set forth in Section IV(A) above, the forum selection clause at issue in this action is invalid and unenforceable under clear Ninth Circuit precedent, and thus this Court need not consider the various public interest considerations set forth in *Atl. Marine Constr. Co. v. United States Dist. Court*, 571 U.S. 49, 62-64 (2013). However, even if this Court concludes that the forum selection provision is valid, the public interest factors outlined in *Boston Telecomms. Group, Inc. v. Wood*, 588 F.3d 1201, 1211 (9th Cir. 2009) weigh in favor of denying the Diamond Defendant's motion to transfer Plaintiff Pakka's claims.

1. The District of Hawaii Has No Local Interest in this Action

The District of Hawaii has no meaningful interest in this action. Plaintiff Pakka does not live in Hawaii. ¶ 22. None of the Defendants are incorporated in

⁶ Defendants will likely cite to *Carnival Cruise Lines v. Shute*, 499 U.S. 585 (1991), the Supreme Court decision that concluded that a forum selection clause in a ticket contract between a passenger and a cruise ship company that required passengers to bring suit in Florida (even though consumer lived in Washington and boarded ship in California) was valid. However, shortly after the Supreme Court's decision in this case, Congress passed 46 U.S.C. § 30509, which prohibits the use of such forum selection clauses in contracts between cruise ship companies and passengers. Moreover, in *Carnival Cruise*, the defendant cruise company had its principal place of business in Florida, and the Court found that this fact belied any suggestion of a bad-faith motive. *Id.* at 595. Here, none of the Defendants are incorporated in Hawaii nor do they have their principal places of business in that state.

Hawaii nor do any of them have principal places of business in Hawaii. ¶¶ 26-33. Additionally, the Diamond “points” at issue in this litigation are not directly tied to any particular piece of real estate; rather, they only represent use rights. Moreover, investor members do not own any ownership interest in real estate. (¶¶ 43) Indeed, the only connection between Hawaii and this litigation is that Diamond operates resorts there and Plaintiff Pakka signed the Purchase Agreement and received the sales pitch while on vacation in Hawaii. ¶¶ 114-15.

In contrast, Nevada has a significant interest in this litigation. First, almost all of the Diamond Defendants have principal places of business in Nevada. ¶¶ 26-33.⁷ A district court has a significant interest in adjudicating cases involving the business activities of corporations housed in that state. *See, e.g., Peach v. Shopshire*, No. CV05-0369C, 2005 U.S. Dist. LEXIS 9479, at *35 (W.D. Wash. Feb. 23, 2006) (a state has “more than a minimal interest in adjudicating an action involving a business engaged in continuous and substantial business activity within its borders”). Second, as set forth in further detail in Section IV(C), below, this Court has an interest in litigating this class action as a whole, rather than transferring Plaintiff Pakka’s claims – which are identical to the other Plaintiffs’ claims – to another district court. Assuming the Defendants’ motions to compel arbitration of the Dropp and Levine Plaintiffs’ claims are denied, this action will be before this Court, and it has a significant interest in litigating this action as a whole. *See* Section IV(C), *infra*.

2. The District of Hawaii Has No Special Familiarity with the Federal Securities Law at Issue in this Action

The Diamond Defendants argue that Hawaii is most familiar with the law governing Plaintiff Pakka’s claims because Hawaii law governs the Purchase Agreement Plaintiff Pakka signed (Diamond Mem. at 7:22-8:6), but the choice of law provision in Plaintiff Pakka’s agreement is irrelevant to this analysis. Neither

⁷ Only Defendant Diamond Resorts Corporation has a principal place of business not located in Nevada. ¶ 28.

1 Plaintiff Pakka, nor any other Plaintiff, brings any claims for breach of contract
 2 under the terms of the Purchase Agreement. Instead, Plaintiff Pakka's claims (like
 3 all the Plaintiffs' claims) are for violations of federal securities law arising out of the
 4 Diamond Defendants' practice of selling its "points" as investment contracts. ¶¶
 5 143-49. The Diamond Defendants do not, and indeed, cannot, allege that the District
 6 of Hawaii is more familiar with federal securities law than the District of Nevada (or
 7 any other federal court). Thus, this factor does not weigh in favor of transfer.

8 **3. None of the Other Public Interest Factors Weigh in Favor**
 9 **of Transferring Plaintiff Pakka's Claims to the District of**
 10 **Hawaii**

11 The remaining public interest factors are: (1) the burden on local courts and
 12 juries, (2) congestion in the court, and (3) the costs of resolving a dispute unrelated
 13 to a particular forum. *See Boston Telecomm.*, 488 F.3d at 1211. As set forth in
 14 further detail in Section IV(C) below, it is not in the interest of *either* this Court *or*
 15 the District of Hawaii – indeed, it is not in the interest of the federal courts as a whole
 16 – to transfer the claims of one named plaintiff in a class action to a different forum
 17 while another forum adjudicates the identical claims of the remaining plaintiffs.
 18 Such a transfer is directly at odds with principles of judicial economy, and would
 19 indeed create a burden for all federal courts, as well as congestion, potentially
 20 disparate decisions regarding identical legal issues, and all of the costs and expenses
 21 associated therewith. *See* Advisory Committee Notes, 1966 Amendment to Fed. R.
 22 Civ. P. 23(b)(1)(A) ("Separate actions by individuals...might create a risk of
 23 inconsistent or varying determinations."). As such, under all of the "public interest
 24 factors," the Diamond Defendants' motion to sever and transfer Plaintiff Pakka's
 25 claims should be denied.
 26
 27
 28

C. Transferring Plaintiff Pakka's Claims to Hawaii Would Not Serve the Interests of Judicial Economy and Consistency, Nor the Purpose of Fed. R. Civ. P. 23

The Diamond Defendants' motion to sever and transfer Plaintiff Pakka's claims should also be denied because it is antithetical to the purposes of Rule 23 – goals of judicial efficiency and the avoidance of piecemeal litigation and inconsistent judgments. As such, the Diamond Defendants' request for transfer motion is not in the interests of public policy nor is it enforceable pursuant to 28 U.S.C. § 1404(a). "The policy at the very core of the class action mechanism is to overcome the problem that small recoveries do not provide the incentive for any individual to bring a solo action prosecuting his or her rights." *Amchem Prods., Inc. v. Windsor*, 521 U.S. 591, 617 (1997), quoting *Mace v. Van Ru Credit Corp.*, 109 F.3d 338, 344 (1997). Rule 23 is also intended to maximize judicial efficiency and prevent inconsistent rulings from different district courts considering the same or similar facts. *See* Advisory Committee Notes, 1966 Amendment to Fed. R. Civ. P. 23(b)(1)(A) ("Separate actions by individuals...might create a risk of inconsistent or varying determinations.") (internal citations omitted). For decades, federal courts throughout the United States have certified nationwide, multi-state, and state-wide classes under Rule 23, particularly in cases, such as this one, where the plaintiffs and absent class members all allege the same injury, arising out of the same wrongdoing on the part of the same defendants. *See, e.g., Califano v. Yamasaki*, 442 U.S. 682, 702 (1979) (holding no abuse of discretion to certify nationwide class in class action challenging procedure for hearings prior to recoupment of social security overpayments); *Phillips Petroleum Co v. Shutts*, 472 U.S. 797, 820-21 (1985) (upholding Kansas courts' jurisdiction over nationwide and multi-state classes).⁸

⁸ *See also Hansen v. Monumental Life Ins. Co.*, No. 05-CV-1905 JBA, 2008 U.S. Dist. LEXIS 112254, at *31 (D. Conn. Mar. 6, 2008) (certifying multi-state class); *True v. Am. Honda Motor Co.*, 749 F. Supp. 2d 1052, 1066 (C.D. Cal. 2010)

1 Severing and transferring Plaintiff Pakka's claim would be at odds with the
2 objectives of Rule 23. All of the named Plaintiffs in this action bring identical claims
3 under the Securities Act of 1933, and all of the named Plaintiffs bring these claims
4 on behalf of a nationwide class of purchasers of "points" in Diamond's U.S. or
5 Hawaii collections. Moreover, all of the Plaintiffs (and indeed, all the class
6 members), received similar aggressive sales pitches from Diamond salespeople, in
7 which they were told that Diamond points constituted an "investment" that would
8 appreciate in value, that they could easily sell their Diamond memberships and
9 points; and they could pass down their Diamond memberships to their children. ¶¶
10 99, 104, 106, 108, 114. All of the Plaintiffs' claims arise from the same set of
11 operative facts and are brought under the same federal law. Thus, requiring Plaintiff
12 Pakka to litigate her claims in Hawaii, while the Dropp and Levine Plaintiffs litigate
13 their identical claims before this Court, would constitute a waste of judicial resources
14 and could potentially result in conflicting decisions from the two courts. Therefore,
15 the Diamond Defendants' motion to sever and transfer Plaintiff Pakka's claims
16 should be denied.

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21 (predominance requirement of Rule 23(b)(3) met when proposed nationwide class
22 of individuals who bought Honda hybrid cars demonstrated that claims arose from
23 "common nucleus of facts and potential legal remedies"); *Simon v. Philip Morris,*
24 *Inc.*, 86 F. Supp. 2d 95, 124-25 (E.D.N.Y. 2000) (certifying nationwide class of
25 smokers, finding that "[t]hose plaintiffs who cannot independently meet the 'injury
26 in New York' requirement may rely on the factual and jurisdictional links of
27 proposed class members who were injured here."); *Horton v. USAA Cas. Ins. Co.*,
28 266 F.R.D. 360, 364 (D. Ariz. 2009) (finding that the argument that a district court
lacks jurisdiction to certify a nationwide class is "frivolous," as a "federal court
applying Rule 23 of the Federal Rules of Civil Procedure may certify a nationwide
class if the requirements for certification are satisfied").

D. Plaintiff Pakka Consents to Transfer In the Event That the Motions to Dismiss Are Granted

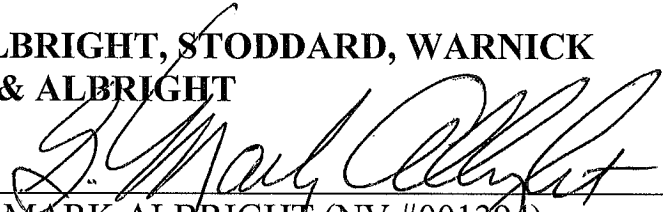
In the event that this Court grants Defendants' Motions to Dismiss the Dropp and Levine Plaintiffs' claims, Plaintiff Pakka will consent to the severance and transfer of her claims to the District of Hawaii, as many of the considerations set forth above will no longer apply.

CONCLUSION

For all the foregoing reasons, Plaintiffs respectfully request that the Court: (1) deny the Defendants' motions to compel arbitration of the Levine and Dropp Plaintiffs' claims; (2) deny the Defendants' motions to dismiss the Levine and Dropp Plaintiffs' claims; (3) deny the Defendants' motions to strike the Levine and Dropp Plaintiffs' class action allegations; and (4) deny the Defendants' motions to sever and transfer Plaintiff Pakka's claims.

Dated: May 15, 2018

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CERTIFICATE OF SERVICE

I hereby certify that I am an employee of Albright, Stoddard, Warnick & Albright, and that on the 15 day of May, 2018, I served a true and correct copy of the foregoing **PLAINTIFFS' MEMORADUM OF POINTS AND AUTHORITIES IN OPPOSITION TO DEFENDANTS' MOTIONS TO COMPEL ARBITRATION, MOTIONS TO DISMISS, MOTIONS TO STRIKE CLASS ALLEGATIONS, AND MOTION TO SEVER PLAINTIFF PAKKA'S CLAIMS** upon all counsel of record by electronically serving the document using the Court's electronic filing system.


An employee of Albright, Stoddard,
Warnick & Albright